CONRAD Y. TAUBE

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EDUCATION

University of Florida, Warrington College of Business **May 2030**
Bachelor of Science in Business Administration, *Marketing* Gainesville, FL

WORK EXPERIENCE

CT Media **June 2026 – Present**
Founder West Palm Beach, FL
CT Media is a marketing agency providing paid advertising and lead generation to residential remodeling contractors.

- Cut a remodeling client's cost per lead from $325 to $14 within 30 days, a 96% reduction, by editing Meta targeting to capture a larger service area and adding a simplified lead form that increased booked estimates
- Booked $55,000 in estimates for a Utah remodeling contractor during the first 30 days of their campaigns by running Meta lead generation and setting every appointment personally, resulting in an estimated $30,000 of closed work
- Ran every step from cold outreach and appointment setting through discovery calls, pitching, delivery, and closing as the only person in the business, resulting in four clients closed in a single 30-day period

Interstate 15 **February 2025 – Present**
Brand Coordinator Las Vegas, NV
Interstate 15 is a sports marketing agency representing NFL Hall of Fame legends and collegiate NIL athletes.

- Produced 100+ social media and podcast pieces with Hall of Famers Shannon Sharpe and Marcus Allen by editing and turning content around the same day it was captured, increasing engagement by roughly 20%
- Filmed, directed, and edited a brand partnership campaign between an agency client and Bojangles, handling the shoot from concept through final cut and strengthening the client's working relationship with the brand
- Delivered 150 edited photos within 24 hours for Chiefs safety Jaden Hicks and UNLV's Jet Thomas by delegating and coordinating a team of editors, giving both athletes higher-quality content for their social pages

LEADERSHIP & INVOLVEMENT

Key Club, Faith Lutheran High School
President **August 2025 – May 2026**
Key Club is an international student-led service organization with chapters in over 35 countries. Las Vegas, NV

- Grew membership to 160 students, roughly 10% of the student body and the largest club in school history, by posting consistently on Instagram and building word of mouth, which produced larger events and higher attendance
- Organized service events with St. Jude and the Honor Flight Network, running four Honor Flight events

Communications and Operations Officer **August 2023 – May 2025**
Managed member communications, event logistics, and payment processing on the executive board. Las Vegas, NV

- Increased fundraiser donations 300% by recognizing how heavily the student body relied on digital payments like Apple Pay, and moving every school fundraiser off cash collection to match how students actually paid

ECHO, Faith Lutheran High School **August 2023 – May 2025**
Small Group Leader Las Vegas, NV
ECHO is a student-led ministry in which each leader is assigned a small group drawn at random from the student body.

- Led a weekly small group of 15 students assigned at random across all four grade levels, building rapport among members with no prior connection and sustaining full attendance in all but two weeks of the year
- Introduced a rotating weekly schedule in which each member took responsibility for preparing a meal for the group, giving every student an active role rather than passive attendance and strengthening cohesion

Self-Employed **August 2022 – May 2026**
Photographer Las Vegas, NV
Freelance photography business serving Las Vegas high school athletics and local clients.

- Grew a self-run athletics photography Instagram past 30,000 views by shooting and publishing Las Vegas high school game coverage throughout the season, work that earned Faith Lutheran Photographer of the Year in 2025
- Built a paying client base from zero by sending 1,000+ cold outreach messages to local athletes and families on Instagram in a single month, generating enough demand to shift the business entirely to inbound referrals

ADDITIONAL INFORMATION

Awards: 1st Place, UNLV Model United Nations (2024, 2025); 3rd Place, Nevada Mock Trial (2024)
Technical: Meta Ads Manager, GoHighLevel, Google Analytics, Adobe Premiere Pro, Lightroom, Canva, HTML/CSS
Interests: Cooking, Hyrox (1:21:00), Hiking (summited Mount Kilimanjaro), Sailing, Historical Fiction